



CITY OF ST. LOUIS
**PLANNING & URBAN
DESIGN AGENCY**

FRANCIS G. SLAY, Mayor

File No. PDA-102-15-STP

To: City of St. Louis Planning Commission

From: Don Roe, Director

Subject: Renaming of an Existing Public Street
(*Renaming of N. 3rd Street to Lumiere Place Boulevard*)

Date: August 28, 2015

Summary

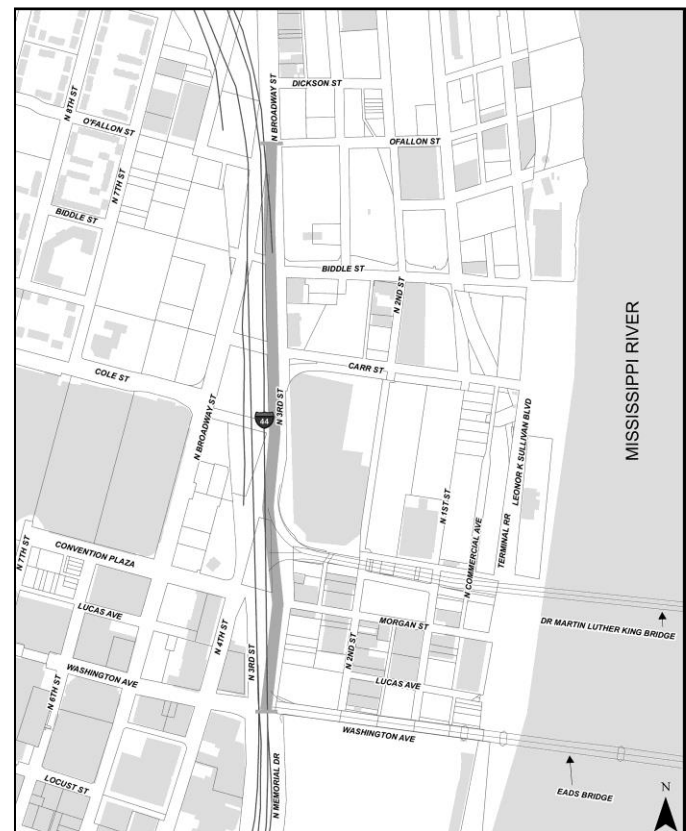
Submittal: Existing public street renaming petition for Planning Commission review and recommendation.

Existing Street Name: N. 3rd St. is the current street name for an existing public street that extends between O'Fallon St. on the north to Washington Ave. on the south. The street generally runs parallel to and, at times, under elevated Interstate 44. The street is located in portions of the Downtown, Near North Riverfront and Columbus Square neighborhoods.

Proposed Street Name: A petition has been submitted to PDA requesting that the street be renamed from N. 3rd Street to Lumiere Place Boulevard.

Petitioner: Tropicana St. Louis LLC, which is the owner of Lumiere Place Casino & Hotels. In addition, property owners of 16 of the 25 parcels which front on N. 3rd St. have signed the petition indicating their support to rename the street.

Support Letters: Submitted by Alderwoman Tammika Hubbard (5th Ward) and Alderman Jack Coatar (7th Ward) as part of and a requirement of the petition.



Recommended Action

That the Planning Commission finds that the proposed street name meets the criteria for street names and recommends approval of the petition as submitted to the City's Board of Aldermen of the proposed renaming of N. 3rd Street -- extending between O'Fallon St. on the north to Washington Ave. on the south -- to Lumiere Place Boulevard.

1.0 Background

Proposal

- N. 3rd St. is the current street name for an existing public street that extends between O'Fallon St. on the north to Washington Ave. on the south. (North of O'Fallon St., the street is named N. Broadway, while south of Washington Ave., the street is named N. Memorial Dr.) N. 3rd St. generally runs parallel to and, at times, under elevated Interstate 44. The street is located in portions of the Downtown, Near North Riverfront and Columbus Square neighborhoods.
- A petition has been submitted to the Planning and Urban Development Agency (PDA) requesting that the street be renamed from N. 3rd Street to Lumiere Place Boulevard. The petitioner is Tropicana St. Louis LLC, which is the owner of Lumiere Place Casino & Hotels, an entertainment complex located along N. 3rd St. 25 parcels of land front on N. 3rd St. These 25 parcels are owned by 14 different property owners. (Three property owners own multiple parcels.) In addition to the petitioner, 10 of the 14 property owners - - who own 16 of the 25 parcels which front on N. 3rd St. -- have signed the petition indicating their support to rename the street. The petition also includes required support letters from the aldermen representing the two wards that N. 3rd St is located within -- Alderwoman Tammika Hubbard (5th Ward) and Alderman Jack Coatar (7th Ward). (See Exhibit "A" for a copy of the complete submitted petition.)
- N. 3rd St. is a relatively short and confusing street. The approximately 0.5-mile long street varies in terms of its number of lanes and the presence of medians separating northbound and southbound vehicular traffic. Its close proximity to Interstate 44 and its access points to and from the Eads Bridge and the Dr. Martin Luther King Bridge further confuses drivers. The properties located along or near N. 3rd St. vary considerably. They include entertainment districts or complexes (Laclede's Landing, Lumiere Place Casino & Hotels, and the Edward Jones Dome), hotels, green space, parking lots, industrial uses and rights-of-way. A detailed parcel-level map of N. 3rd St. is included in Exhibit "A". Photos of N. 3rd St., as well as some of the adjacent properties, are included in Exhibit "C".

Process to Rename an Existing Public Street

- Section 20.12.020 of the City's Revised Code assigns the responsibility of administering the process to rename an existing public street to the Planning and Urban Design Agency (PDA). The following section lays out the process, as well as how the submitted petition addressed the process' requirements.
- The street renaming process is initiated by a petition submitted to PDA by the owners of 51% or more of the recorded parcels of land fronting on the street and the alderman (aldermen) within whose ward(s) the street is located. The petitioner is Tropicana St. Louis LLC. 25 parcels of land front on N. 3rd St. It should be noted that three property owners own multiple parcels, including the State of Missouri (six parcels), Drury Development Corp. (five parcels) and the City of St. Louis (three parcels). Property owners of 16 of the 25 parcels which front on N. 3rd St. have signed the petition indicating their support to rename the street, including Drury Development Corp. and the City of St. Louis. This equals 64%, and meets the 51% requirement. Of the nine parcels whose owners didn't sign the petition, six are owned by the State of Missouri. These six parcels are primarily used as interstate highway right-of-way. The remaining three parcels whose owners didn't sign the petition include buildings located on Laclede's Landing. Alderwoman Tammika Hubbard (5th Ward) and Alderman Jack Coatar (7th Ward) submitted support letters as part of the petition. Copies of the petition forms for all 25 parcels -- including their addresses, owners' names and signatures (if signed) -- as well as the aldermanic support letters, are included in Exhibit "A".
- Each petition shall include the following:

- The proposed name of the street. Lumiere Place Boulevard is the proposed street name.
 - A general location map of the street. A detailed parcel-level map was submitted.
 - A statement documenting the proposed name's significance. The following is the submitted statement: *"Lumiere is the French word meaning 'light'. The name Lumiere Place Boulevard is intended as a nod to the French heritage of the City of St. Louis (which was settled in part by the French), and Laclede's Landing (named after Pierre Laclede) and which adjoins Lumiere Place Casino and Hotels. Lumiere Place Casino and Hotels incorporate features from Laclede's Landing in its facade and in the material used for construction. The proposed new street name would assist in identifying the location of the development while at the same time recognizing the French heritage of the area. The proposed street name also pays tribute to Lumiere Place Casino & Hotels which provides premier gaming and entertainment to the St. Louis region. Representing a nearly half billion dollar investment in St. Louis City, Lumiere Place has been integral to the ongoing revitalization of the riverfront. With many restaurants, two hotels (the Four Seasons and Hotel Lumiere), and 75,000 square foot gaming floor, Lumiere Place attracts thousands of visitors to downtown St. Louis and employs over 1,500 people (Lumiere Place and Four Seasons). Its impact has been large, not only physically, but also financially. Over the last four years, Lumiere Place has generated an average of approximately \$57 million in annual tax revenues. Nearly \$19 million of that amount directly benefits the City of St. Louis. Lumiere Place's presence in, and dedication to, St. Louis City makes it only natural that the road leading to Lumiere Place's doors be graced with its name. Lumiere Place Boulevard will not only increase Lumiere Place's visibility from area highways, but also increase the visibility of the City of St. Louis and Lumiere Place's partnership in making downtown great. An increase in patronage automatically increases tax revenues received by the City of St. Louis. In addition, renaming of the Street to Lumiere Place will result in exit signage on Interstate I-70 East and Interstate I-44 West and allow for clients traveling north to have much more succinct directions to Lumiere Place. This is conducive to good city planning."*
 - A statement documenting the existing street name's significance. The following is the submitted statement: *"The City streets were originally set up as a grid. 3rd Street signified its place on the grid. The continuity of 3rd Street, was interrupted in the 1930s when work began on the Jefferson National Expansion Memorial and a portion of 3rd Street was renamed Memorial Drive. Changing the name from N. 3rd Street to Lumiere Place Boulevard will not detract from the City's heritage or cultural characteristics. The old name, N. 3rd Street, does not have any specific tie to the development or the heritage of the City, other than to the original grid. The new name: Lumiere Place Boulevard, points to new cultural characteristics of the City and recalls the City's French heritage."*
- PDA provides copies of the petition to the Clerk of the Board of Aldermen, BPS and the Postmaster for the City of St. Louis. BPS reviews the petition and the Postmaster for the City of St. Louis may review the petition, and they may provide PDA with "such advice and recommendations as they may deem appropriate." In this case, both BPS and the Postmaster recommended approval of renaming N. 3rd St. to Lumiere Place Blvd. (Copies of the documents indicating BPS' and the Postmaster's approval are included in Exhibit "B".)
 - Section 20.12.020 of the City's Revised Code lists five criteria for street names. They are detailed as follows: "A street may be named or renamed for any person, place, creation, or number provided that:
 - A. It is conducive to good city planning, contributes to the conservation of property values and to the protection of the equity invested by residents and owners of property fronting on said street, as well as the general interests of the other citizens of the City; and
 - B. It has significance or value as part of the development, heritage, or cultural characteristics of the City, state or nation and contributes to civic pride and wider public knowledge and appreciation of the heritage and history of St. Louis; and
 - C. It does not detract from our historical heritage by renaming a street which name has greater significance than the proposed name; and

- D. It names or renames all segments of the same street within the boundaries of the City of St. Louis as to avoid the previous confusion that has resulted when just a portion of a street was renamed; provided, however, that a “street”, “avenue”, or “boulevard” designation may be changed to “place”, “terrace” or other suitable designation if a segment of said street has been permanently closed by ordinance; and
- E. When a street is to be named or renamed for a person:
 - 1. The petition shall not be filed until after the first anniversary of such person’s death, and
 - 2. Only such person’s last name shall be used as a street name unless additional identification is necessary to prevent a duplication of street names in the metropolitan area.”
- Section 20.12.040 of the City’s Revised Code further directs the Planning Commission to review the petition, the recommendations of BPS and the Postmaster for the City of St. Louis, and comments received from other interested parties. The Planning Commission shall then recommend to the City’s Board of Aldermen one of the following three recommendations regarding the petition:
 - Approve the petition as submitted.
 - Approve the petition with such modifications or conditions as the Commission shall deem appropriate.
 - Disapprove the petition.

2.0 Comments

PDA staff has reviewed the submitted petition and the recommendations from BPS and the Postmaster -- both of which recommended approval of the proposed street name -- and determined that the proposed name of Lumiere Place Boulevard meets the five criteria for street names listed in Section 20.12.040 of the City’s Revised Code. Those five criteria are discussed below in the same order that they’re listed above.

- A. The petition’s statement documenting the proposed name’s significance makes a good case that the proposed street name of Lumiere Place Boulevard would enhance the visibility and competitiveness of the Lumiere Place Casino & Hotels by assisting customers and visitors in more easily accessing the entertainment complex with revised street signs and related interstate highway exit signage. Lumiere Place Casino & Hotels is a very important asset to the City in terms of providing an attractive entertainment riverfront destination for residents and visitors, providing employment for 1,500 people, as well as providing significant tax revenues (\$19 million over the last four years.). Thus, the proposed street name would contribute to the protection of the equity (nearly a half billion dollar investment) invested by the petitioner. General support of the proposed street name change is indicated by virtue of the fact that the property owners of 16 of the 25 parcels (64%) which front on N. 3rd St. have signed the petition.
- B. The petition’s statement documenting the proposed name’s significance makes a good case that Lumiere Place Boulevard is an appropriate street name. “Lumiere” is the French word for “light” and the City was settled by the French, among other groups. Thus, the proposed street name would acknowledge the City’s French heritage and history.
- C. The City’s early street grid pattern in Downtown is generally distinguished by its north-south streets being named after numbers and by its east-west streets being named after trees. As time has moved on, some streets have been renamed (e.g., 12th St. was changed to Tucker Blvd.), while other streets have had some of their segments vacated. Streets named after numbers are also very practical in that they make navigation easier for residents and, particularly, for visitors and tourists. Although maintaining the City’s original street naming pattern is a worthy and understandable goal, renaming N. 3rd St. to Lumiere Place Blvd. would assist customers and visitors in more easily accessing the Lumiere Place Casino & Hotels, an important City attraction, and would acknowledge the City’s French heritage and history.
- D. The entire length of N. 3rd St. -- extending between O’Fallon St. on the north to Washington Ave. on the south -- is proposed to be renamed. S. 3rd St. -- which begins south of the Poplar Street Bridge (I-64/I-55) and extends southward -- would not be affected by the proposed street renaming. Likewise, E.

3rd St. and W. 3rd St. -- both of which are located in the North Riverfront neighborhood -- would not be affected by the proposed street renaming.

- E.1. Not applicable.
- E.2. Not applicable.

Thus, PDA staff -- after having reviewed the submitted petition and the recommendations from BPS and the Postmaster, and determined that the proposed name of Lumiere Place Boulevard meets the five criteria for street names -- recommends approval of the petition as submitted.

2.1 Public Input

The Board of Aldermen's Streets, Traffic and Refuse Committee will conduct a public hearing as part of the legislative process.

2.2 Previous Commission Action

None.

2.3 Requested Action

Section 20.12.020 of the City's Revised Code requires that the procedures to rename a street be administered by PDA and that the Planning Commission recommend to the City's Board of Aldermen one of the following three recommendations regarding the submitted existing public street renaming petition: approve the petition as submitted; approve the petition with such modifications or conditions as the Commission shall deem appropriate; or disapprove the petition.

Requested Recommendation

That the Planning Commission finds that the proposed street name meets the criteria for street names and recommends approval of the petition as submitted to the City's Board of Aldermen of the proposed renaming of N. 3rd Street -- extending between O'Fallon St. on the north to Washington Ave. on the south -- to Lumiere Place Boulevard.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF ST. LOUIS PLANNING COMMISSION AS FOLLOWS:

1. The petition proposing the renaming of N. 3rd Street -- extending between O'Fallon St. on the north to Washington Ave. on the south -- to Lumiere Place Boulevard meets the criteria for street names and is hereby recommended for approval as submitted to the City's Board of Aldermen.
2. PDA staff is hereby directed to prepare a Board Bill for consideration by the Board of Aldermen and to transmit a copy of the Board Bill to the Clerk of the Board of Aldermen, BPS and the Postmaster for the City of St. Louis.

EXHIBIT A

LATHROP & GAGE_{LLP}

COLLEEN MCNITT RUIZ
DIRECT LINE: 314.613.2538
EMAIL: CRUIZ@LATHROPAGE.COM
WWW.LATHROPAGE.COM

PIERRE LACLEDE CENTER
7701 FORSYTH BOULEVARD, SUITE 500
CLAYTON, MISSOURI 63105
PHONE: 314.613.2800
FAX: 314.613.2801

June 15, 2015

**VIA CERTIFIED MAIL
RETURN RECEIPT REQUESTED**

City of St. Louis Planning & Urban Design Agency
Attention: Don Roe, Director of Planning
1015 Locust St., Suite 1100
St. Louis, Missouri 63101

Re: Petition for Renaming N. 3rd Street to Lumiere Place Boulevard

Dear Mr. Roe:

On behalf of our client, Tropicana St. Louis LLC (successor by merger to Casino One Corporation), enclosed for the Planning & Urban Design Agency's review is a Petition for Renaming an Existing Public Street which proposes renaming N. 3rd Street to Lumiere Place Boulevard.

We appreciate the Planning & Urban Design Agency's consideration of the enclosed Petition. Please feel free to contact me at 314-613-2538 with any questions or concerns.

Very truly yours,

LATHROP & GAGE LLP

By: Colleen McNitt Ruiz
Colleen McNitt Ruiz

CMR/mh
Enclosures

c: Jeff Babinski

CALIFORNIA

COLORADO

ILLINOIS

KANSAS

MASSACHUSETTS

MISSOURI

24096105v2

**PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

Name of Person, Business or Organization Requesting Naming or Renaming of an Existing Public Street:

Tropicana St. Louis LLC (successor by merger to Casino One Corporation)

Address 900-1098 N. 3rd Street Zip: 63102

Name of Contact Person: Jeffrey A. Babinski

Telephone Number: 314-881-7702

Please attach a general location map of the street.

NAME SIGNIFICANCE

This page is very important and will weigh heavily in the decision to approve/deny your request.

The proposed street name: Lumiere Place Boulevard
Has the following significance:

The proposed street name: Lumiere Place Boulevard has the following significance: Lumiere is the French word meaning "light." The name Lumiere Place Boulevard is intended as a nod to the French heritage of the City of St. Louis (which was settled in part by the French), and Laclede's Landing (named after Pierre Laclede) and which adjoins Lumiere Place Casino & Hotels. Lumiere Place Casino & Hotels incorporate features from Laclede's Landing in its façade and in the materials used for construction. The proposed new street name would assist in identifying the location of the development while at the same time recognizing the French heritage of the area. The proposed street name also pays tribute to Lumiere Place Casino & Hotels which provides premier gaming and entertainment to the St. Louis region. Representing a nearly half billion dollar investment in St. Louis City, Lumiere Place has been integral to the ongoing revitalization of the riverfront. With many restaurants, two hotels (the Four Seasons and HoteLumiere), and 75,000 square foot gaming floor, Lumiere Place attracts thousands of visitors to downtown St. Louis and employs over 1,500 people (Lumiere Place and Four Seasons). Its impact has been large, not only physically, but also financially. Over the last four years, Lumiere Place has generated an average of approximately \$57 million in annual tax revenues. Nearly \$19 million of that amount directly benefits the City of St. Louis. Lumiere Place's presence in, and dedication to, St. Louis City makes it only natural that the road leading to Lumiere Place's doors be graced with its name. Lumiere Place Boulevard will not only increase Lumiere Place's visibility from area highways, but also increase the visibility of the City of St. Louis and Lumiere Place's partnership in making downtown great. An increase in patronage automatically increases tax revenues received by the City of St. Louis.

In addition, renaming of the Street to Lumiere Place will result in exit signage on Interstate I-70 East and Interstate I-44 West and allow for clients traveling north to have much more succinct directions to Lumiere Place. This is conducive to good city planning.

The current street name: N. 3rd Street has the following significance: The City streets were originally set up as a grid. 3rd Street signified its place on the grid. The continuity of 3rd Street, was interrupted in the 1930s when work began on the Jefferson National Expansion Memorial and a portion of 3rd Street was renamed Memorial Drive. Changing the name from N. 3rd Street to Lumiere Place Boulevard will not detract from the City's heritage or cultural characteristics. The old name, N. 3rd Street, does not have any specific tie to the development or the heritage of the City, other than to the original grid. The new name: Lumiere Place Boulevard, points to new cultural characteristics of the City and recalls the City's French heritage.

**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

We, the undersigned owners of fifty one (51%) percent or more of the recorded parcels of land fronting the affected street, do hereby state as follows:

That by signing this document, we register with the Planning and Urban Design Agency of the City of St. Louis our approval to rename the street as follows:

Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|--|---------------------------------------|--|
| Union Electric Company <i>d/b/a</i> <i>AMEREN</i> <i>MISSOURI</i> | 1228 – 1298 N. 3 rd Street | Union Electric Company <i>d/b/a AMEREN MISSOURI</i> By: <u>Geoffrey D. Douglass</u> Name: <u><i>[Signature]</i></u> Title: <u>Director, Real Estate</u> |

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Proposed Street Name: Lumiere Place Boulevard

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|-------------------|-------------------|--|
| City of St. Louis | 251 Biddle Street | City of St. Louis By: <u>James M. Saravaglia</u> Name: <u>JAMES M. SARAVAGLIA</u> Title: <u>ASSET MANAGER</u> |


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| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|------------------|---------------------------------------|---|
| R&P Williams LLC | 1124 – 1138 N. 3 rd Street | R&P Williams LLC |
| | | By: <u></u> |
| | | Name: <u>Robert Williams Jr</u> |
| | | Title: <u>Managing Member</u> |

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Proposed Street Name: Lumiere Place Boulevard

OWNER

LOCATION

AUTHORIZED SIGNATURE

SAI Hospitality, LLC 1100 N. 3rd Street

SAI Hospitality, LLC

By: SR
Name: Sandeep Patel
Title: GM - Owner

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Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|--|-----------------|---|
| CBS Outdoor Inc., f/k/a Infinity Outdoor Inc. | 218 Carr Street | CBS Outdoor Inc., f/k/a Infinity Outdoor Inc. By: <u>Hank C. Mifflin, Jr.</u> Name: <u>HANK C. MIFFLIN, JR.</u> Title: <u>REAL ESTATE MANAGER</u> |

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Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------|-----------------|---|
| State of Missouri | 216 Carr Street | State of Missouri, acting by and through The Missouri Highway and Transportation Commission By: _____ Name: _____ Title: _____ |

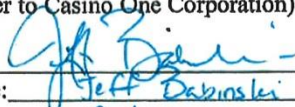
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| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|---|--------------------------------------|---|
| Tropicana St. Louis LLC (successor by merger to Casino One Corporation) | 900 – 1098 N. 3 rd Street | Tropicana St. Louis LLC (successor by merger to Casino One Corporation) By: <u></u> Name: <u>Jeff Dabinski</u> Title: <u>VP #6M</u> |

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Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|--|-------------------------------|--|
| State of Illinois Department of Transportation | 822 N. 3 rd Street | State of Illinois Department of Transportation By: <u>Jeffrey L. Keirn</u> Name: <u>Jeffrey L. Keirn</u> Title: <u>Region 5 Engineer</u> |

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| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------|---------------------------------|--|
| City of St. Louis | 820 R.N. 3 rd Street | City of St. Louis By: <u>James M. Garavaglia</u> Name: <u>JAMES M. GARAVAGLIA</u> Title: <u>ASSET MANAGER</u> |

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| State of Missouri | 820 N. 3 rd Street | State of Missouri, acting by and through The Missouri Highway and Transportation Commission By: _____ Name: _____ Title: _____ |

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|-----------------------|-------------------------------------|-----------------------|
| Veni, Vedi, Vici, LLC | 810 – 814 N. 3 rd Street | Veni, Vedi, Vici, LLC |
| | | By: _____ |
| | | Name: _____ |
| | | Title: _____ |

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|-----------------|-------------------------------------|----------------------|
| BV Capital, LLC | 800 – 808 N. 3 rd Street | BV Capital, LLC |
| | | By: _____ |
| | | Name: _____ |
| | | Title: _____ |

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|-------------------------|-------------------------------------|---|
| Morgan Landings, L.L.C. | 718 – 720 N. 3 rd Street | Morgan Landings, L.L.C. By: _____ Name: _____ Title: _____ Landing Nominee Development Corporation By: _____ Name: _____ Title: _____ |


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|-------------------------------|-------------------------------------|--|
| Drury Development Corporation | 708 – 716 N. 3 rd Street | Drury Development Corporation By: <u></u> Name: <u>Vincent Mince</u> Title: <u>VP</u> |

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| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------------------|-------------------------------------|---|
| Drury Development Corporation | 704 – 706 N. 3 rd Street | Drury Development Corporation By: <u>[Signature]</u> Name: <u>Vincent M. Murr</u> Title: <u>VP</u> |


**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

We, the undersigned owners of fifty one (51%) percent or more of the recorded parcels of land fronting the affected street, do hereby state as follows:

That by signing this document, we register with the Planning and Urban Design Agency of the City of St. Louis our approval to rename the street as follows:

Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------------------|-------------------------------|---|
| Drury Development Corporation | 702 N. 3 rd Street | Drury Development Corporation |
| | | By: <u></u> |
| | | Name: <u>Vincent Mance</u> |
| | | Title: <u>VP</u> |

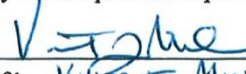
**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
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Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------------------|-------------------------------|---|
| Drury Development Corporation | 700 N. 3 rd Street | Drury Development Corporation |
| | | By: <u></u> |
| | | Name: <u>VINCENT MILLER</u> |
| | | Title: <u>VP</u> |


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PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

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Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------------------|-------------------------------------|---|
| Drury Development Corporation | 605 – 621 N. 2 nd Street | Drury Development Corporation |
| | | By: <u></u> |
| | | Name: <u>Vincent M. Muel</u> |
| | | Title: <u>VP</u> |

**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**


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Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|---|---------------------------------|---|
| The Bi-State Development Agency of the Missouri- Illinois Metropolitan District | 608 H N. 3 rd Street | The Bi-State Development Agency of the Missouri-Illinois Metropolitan District |

By: 
Name: John M. Nations
Title: President & CEO

**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

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Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------|-------------------------------|---------------------------------|
| City of St. Louis | 608 N. 3 rd Street | City of St. Louis |
| | | By: <u>James M. Garavagan</u> |
| | | Name: <u>JAMES M. GARAVAGAN</u> |
| | | Title: <u>ASSET MANAGER</u> |

**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

We, the undersigned owners of fifty one (51%) percent or more of the recorded parcels of land fronting the affected street, do hereby state as follows:

That by signing this document, we register with the Planning and Urban Design Agency of the City of St. Louis our approval to rename the street as follows:

Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------|-------------------------|---|
| State of Missouri | 1224 – 1244 N. Broadway | State of Missouri, acting by and through The Missouri Highway and Transportation Commission By: _____ Name: _____ Title: _____ |

**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

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Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------|------------------|---|
| State of Missouri | 1100 N. Broadway | State of Missouri, acting by and through The Missouri Highway and Transportation Commission By: _____ Name: _____ Title: _____ |

**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

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Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------|------------------|---|
| State of Missouri | 1000 N. Broadway | State of Missouri, acting by and through The Missouri Highway and Transportation Commission |
| | | By: _____ Name: _____ Title: _____ |

**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

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Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|-------------------|-------------------------------------|---|
| State of Missouri | 800 – 898 N. 4 th Street | State of Missouri, acting by and through The Missouri Highway and Transportation Commission By: _____ Name: _____ Title: _____ |


**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

We, the undersigned owners of fifty one (51%) percent or more of the recorded parcels of land fronting the affected street, do hereby state as follows:

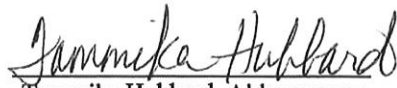
That by signing this document, we register with the Planning and Urban Design Agency of the City of St. Louis our approval to rename the street as follows:

Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard

| OWNER | LOCATION | AUTHORIZED SIGNATURE |
|------------------------------|----------------------|---|
| Apple Nine St. Louis, LLC | 300 Convention Plaza | Apple Nine St. Louis, LLC By:  Name: <u>David Buckley</u> Title: <u>Vice President</u> |

| | | |
|------------------------------------|-----------------------------------|--|
| State of Missouri | 1000 N. Broadway | State of Missouri By: _____ Name: _____ Title: _____ |
| State of Missouri | 800-898 N. 4 th Street | State of Missouri By: _____ Name: _____ Title: _____ |
| St. Louis Lodging Associates, Inc. | 300 Convention Plaza | St. Louis Lodging Associates, Inc. By: _____ Name: _____ Title: _____ |


Tammika Hubbard, Alderwoman
Ward 5

_____, Alderperson
Ward 7

ALDERWOMAN TAMMIKA HUBBARD
CITY OF SAINT LOUIS, MISSOURI
FIFTH WARD



August 10, 2015

City of St. Louis Planning & Urban Design Agency
Attention: Don Roe, Director of Planning
1015 Locust St., Suite 1100
St. Louis, Missouri 63101

Re: Petition for Renaming N. 3rd Street to Lumiere Place Boulevard

Dear Mr. Roe,

As Alderwoman for 5th Ward of the City of St. Louis, I am writing in support of the Petition for Renaming an Existing Public Street filed by Tropicana St. Louis LLC (successor by merger to Casino One Corporation). The Petition proposes changing the name of N. 3rd Street, which runs through 5th Ward, to Lumiere Place Boulevard. The name Lumiere Place Boulevard is intended as a nod to the French heritage of the City of St. Louis and also pays tribute to Lumiere Place Casino & Hotels, which provides premier gaming and entertainment to the St. Louis region.

The proposed new street name will assist in identifying the location of Lumiere Place Casino & Hotels, while at the same time recognizing the French heritage of the area. A benefit of the road name change is that it will allow for new overhead signage on Interstate 70 at Exit #3, which will enable patrons to find their way to Lumiere Place Casino & Hotels more easily and may increase patronage at Lumiere Place Casino & Hotels. Additional money spent at the Casino automatically increases tax revenues to the City. Finding creative ways to drive people to the north riverfront will be key to successful redevelopment efforts in the area.

It is for these reasons that I support the Petition to change the name of N. 3rd Street to Lumiere Place Boulevard.

Sincerely,

Tammika Hubbard
Alderwoman, 5th Ward




**SIGNATURE PAGE OF THE
PETITION FOR NAMING OR RENAMING
AN EXISTING PUBLIC STREET**

I, Jack Coatar, the undersigned Alderman for Ward 7, do hereby state as follows:

That by signing this document, I register with the Planning and Urban Design Agency of the City of St. Louis my approval to rename the street as follows:

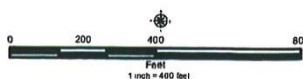
Current Street Name: N. 3rd Street

Proposed Street Name: Lumiere Place Boulevard



Jack Coatar, Alderman – Ward 7

(Between O'Fallon St. and Washington Ave.)

[illegible]



John J. Coatar
Alderman, 7th Ward

BOARD OF ALDERMEN
CITY OF SAINT LOUIS
MISSOURI

COMMITTEES
Convention, Tourism, Arts & Humanities
Public Safety
Streets, Traffic & Refuse
Housing, Urban Development & Zoning

May 28, 2015

City of St. Louis Planning & Urban Design Agency
Attention: Don Roe, Director of Planning
1015 Locust St., Suite 1100
St. Louis, Missouri 63101

Re: Petition for Renaming N. 3rd Street to Lumiere Place Boulevard

Dear Mr. Roe,

As Alderman for Ward 7 of the City of St. Louis, I am writing in support of the Petition for Renaming an Existing Public Street filed by Tropicana St. Louis LLC (successor by merger to Casino One Corporation). The Petition proposes changing the name of N. 3rd Street, which runs through Ward 7, to Lumiere Place Boulevard. The name Lumiere Place Boulevard is intended as a nod to the French heritage of the City of St. Louis and Laclede's Landing, and which adjoins Lumiere Place Casino & Hotels. The proposed street name also pays tribute to Lumiere Place Casino & Hotels which provides premier gaming and entertainment to the St. Louis region.

I met with Laclede's Landing representative, John Clark, as well as Jeff Babinski, the General Manager of Tropicana St. Louis LLC, and Rodney Boyd, a consultant to Tropicana. The proposed new street name will assist in identifying the location of the Lumiere Place Casino & Hotels, while at the same time recognizing the French heritage of the area. A benefit of the road name change is that it will allow for new overhead signage on Interstate 70 at Exit #3, which will enable patrons to find their way to Lumiere Place Casino & Hotels and Laclede's Landing more easily. Additional money spent at the Casino automatically increases tax revenues to the City. Attracting people to the north riverfront area will further support the City's efforts to revitalize the riverfront.

It is for these reasons that I support the Petition to change the name of N. 3rd Street to Lumiere Place Boulevard.

Very truly yours,

By: 

Jack Coatar
Alderman - Ward 7

Room 230, City Hall • 1200 Market St., St. Louis, MO 63103 • Office: (314) 622-3287 • FAX: (314) 622-4273
Email: CoatarJ@stlouis-mo.gov





FRANCIS G. SLAY
MAYOR

City of St. Louis EXHIBIT B

DEPARTMENT OF THE PRESIDENT

BOARD OF PUBLIC SERVICE

1200 MARKET STREET, ROOM 305

ST. LOUIS, MISSOURI 63103-2806

(314) 622-3535



RICHARD T. BRADLEY, P.E.
PRESIDENT

287924

July 7, 2015

APPROVED BY THE
BOARD OF PUBLIC SERVICE

JUL 07 2015

Chrise D. Jones
SECRETARY

Honorable Board of Public Service
St. Louis, Missouri 63103

Honorable Board Members:

Transmitted herewith for your approval is a Petition from Planning and Urban Design Agency to rename N. 3rd Street, between O'Fallon Street on the north to Washington Avenue on the south, to Lumiere Place Blvd.

Attached are the required Codes and Ordinances which details the street naming process.

It is recommended that the Honorable Board approve this Petition.

Very truly yours,

Richard T. Bradley, P.E.
President
Board of Public Service

RTB:df

Attachment



Friday, June 19, 2015

Mr. Richard T. Bradley, P.E.
President, Board of Public Service
City Hall
1200 Market St.
Room 301
St. Louis, MO 63103

RECEIVED
JUN 22 2015
OFFICE OF THE
PRESIDENT, B. P. S.

RE: Proposed Renaming of N. 3rd Street to Lumiere Place Boulevard

Dear Mr. Bradley:

A petition to rename N. 3rd Street was recently submitted to our agency by Tropicana St. Louis LLC. N. 3rd Street extends between O'Fallon St. on the north to Washington Ave. on the south. The petition proposes renaming the street to Lumiere Place Boulevard.

I have enclosed a copy of Chapter 20.12 of the City's Code of Ordinances, which details the City's street naming process. We are following the procedure outlined in Section 20.12.020 – Procedure for naming or renaming a street.

In keeping with the street naming process, I have also enclosed a copy of the complete petition. Please review the petition and provide me with any advice and recommendations as you may deem appropriate regarding the proposed renaming. The process provides for up to 45 days for your response.

Thank you for your cooperation and please feel free to call Roman Kordal, of my staff, or me if you have any questions.

Sincerely,

Don Roe
Director

Enclosures

Francis G. Slay
Mayor

Donald W. Roe
Acting Director, Planning & Urban Design Agency

314.657.3700
planning@stlouis-mo.gov
<http://www.stlouis-mo.gov/planning>

1520 Market Street, Suite 2000
St. Louis, Missouri 63103

SAINT LOUIS POSTMASTER
Gateway Customer Service District



July 10, 2015

DONALD W ROE
ACTING DIRECTOR, PLANNING & URBAN DESIGN AGENCY
1520 MARKET ST STE 2000
SAINT LOUIS MO 63103-2630

RE: Saint Louis Missouri Code of Ordinances Title 20, Streets, Sidewalks, and Bridges

Dear Mr. Roe:

I reviewed the enclosed petition and authorize the use of the street name and numbering system assigned by local officials.

The street name requested, LUMIERE PLACE BLVD, is an acceptable street name per Publication 28, Postal Addressing Standards. The street name reflects a distinct street location within the City of Saint Louis and is compliant with required provisions.

We would like to remind you when street name and numbering systems are adopted as a postal address, a street sign must be erected and house numbers displayed.

Thank you for your attention to this matter.

Sincerely,

A handwritten signature in cursive script that reads "Cathy Vaughn".

Cathy Vaughn

Exhibit “C”

Photos of Renaming of an Existing Public Street (Renaming of N. 3rd St. to Lumiere Place Blvd.)



**1) Highway exit sign for 3rd St.
(Along I-44 East)**



**2) Sign for 3rd St.
(South of Washington Ave. & Eads Bridge)**



**3) N. 3rd St.
(North of Washington Ave.)**



**4) N. 3rd St.
(South of Carr St.)**

Exhibit “C”

Photos of Renaming of an Existing Public Street (Renaming of N. 3rd St. to Lumiere Place Blvd.)



**5) Hampton Inn,
333 Washington Ave.**



**6) Parking lot,
700-16 N. 3rd St.**



**7) Morgan Street Brewery,
718-20 N. 3rd St.**



**8) 2 commercial buildings,
800-14 N. 3rd St.**

Exhibit “C”

Photos of Renaming of an Existing Public Street (Renaming of N. 3rd St. to Lumiere Place Blvd.)



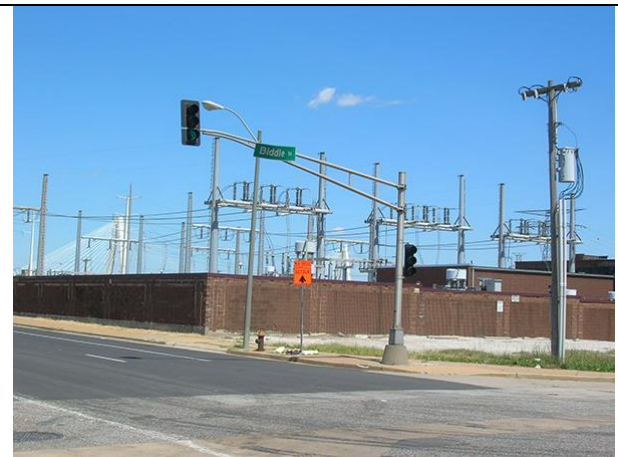
**9) Lumiere Place Casino & Hotels,
999 N. 2nd St.**



**10) America's Best Value Inn,
1100 N. 3rd St.**



**11) Warehouse building,
1124 N. 3rd St.**



**12) Ameren Missouri transmission facilities,
1228-98 N. 3rd St.**